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MANAGEMENT OF SINDU DWARAWATI SANUR TURTLE CONSERVATION AS A TOURISM ATTRACTION IN SANUR TOURISM AREA

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Abstract

Sindu Dwarawati Turtle Conservation is one of the turtle conservation in the Sanur tourism area. This conservation was built as a concern of youth groups who were moved to save sea turtles, especially sea turtle eggs around Sanur Beach. This research was conducted to know the process of turtle conservation and its management as a tourist attraction at Sindu Dwarawati Turtle Conservation. Both primary and secondary data were collected by conducting interviews, observation, and documentation. Data sources in the research were determined using purposive sampling and accidental sampling techniques. The data were analyzed using the descriptive qualitative data analysis method. The results showed that Sindu Dwarawati Sanur conservation has succeeded in conserving and saving sea turtles as support for government programs. The management of this turtle conservation as a tourist attraction has fulfilled the elements of something to see, to do, to buy, and to buy and fulfills the A4 criteria (attraction, accessibility, amenity, and ancillary service). However, ancillary services need to be optimized with the establishment of a structured management institution in serving tourists.

Keywords: Conservation Management, Sea Turtles, Tourist Attraction, Sanur Beach

1. INTRODUCTION

Sanur tourism area is the only tourism area in Denpasar City which includes the villages of Sanur Kaja, Sanur Kauh, Sanur, Kesiman Petilan, and Serangan (Bali Province Tourism Office, 2020). This tourist area has the main tourist attraction in the form of a beach with white sand and is one of the tourist attractions to enjoy the panoramic sunrise. The Sanur tourism area has been equipped with adequate tourism facilities and infrastructure. The existence of the Sanur tourism area has been able to increase business opportunities, and employment opportunities for the community and is also the largest contributor to revenue from the tourism sector.

The Government of the Republic of Indonesia in accelerating job creation and regional development of Denpasar City has established the Sanur Special Economic Zone (KEK) through a government regulation of the Republic of Indonesia with an area of 41, 26 Ha. The business fields in the Sanur Special Economic Zone (SEZ) are health and tourism (Government Regulation of the Republic of Indonesia Number 41 of 2022). In

addition to the Sanur Economic Zone, Denpasar City has also established the Kura-Kura Bali Special Economic Zone (KEK) with an area of 498 hectares on Serangan Island, which is stipulated through Government Regulation Number 23 of 2023 with the tourism and creative economy business fields. Both special economic zones are located within the Sanur Tourism Area, so their existence is expected to create jobs and increase development.

Therefore, tourism development in the Sanur Tourism Area should be carried out in synergy by involving all stakeholders, both in the development of facilities and infrastructure or the existing tourism potential. Sanur tourism area in addition to being known for the beauty of the beach panorama, also has other tourism potential, namely turtle breeding. Some turtle conservation in the Sanur Tourism Area is on the coast of Sanur and also on Serangan Island. The existence of turtle conservation in the Sanur Tourism area is inseparable from Sanur Beach as a habitat / nesting ground for turtles, and also the growth of local community awareness in turtle conservation. Sea turtle conservation, apart from being a form of support for sea turtle conservation, can also be utilized as a vehicle for learning and as a tourist attraction that provides economic benefits to the surrounding environment. Conservation of natural resources, especially sea turtles, in addition to being a place for protection and preservation, can also be a vehicle for learning, as is done by the Bajulmati Sea Turtle Conservation (BSTC) community group on the Bajulmati Coast of Malang Regency, its existence has provided very meaningful learning for the community in sustainably preserving natural resources (Irawan et al., 2022). Turtle Conservation and Education Center (TCEC) is a community-based sea turtle conservation program as a form of Corporate Social Responsibility (CRS) of PT Pertamina Niaga Pesanggaran which has succeeded in providing multiplier effects in the education, ecology and economic sectors such as local labor absorption, increased group income, positive changes in behavior and mindset of the community in sea turtle conservation, increased rescue, hatching of sea turtle eggs and others (Utami & Tri Prasetyo Aji, 2023).

The role of stakeholders in the development of Ecotourism-Based Turtle Conservation Areas in Nagari Ampiang Parak with the Penta helix model approach (academia, private sector, community, government, and media) found the involvement of all elements according to their respective functions and roles, but the most dominant is the community element as the area manager (Coirala, 2022). In conservation activities, especially sea turtles, the involvement of local communities is very important, because they are in contact and interact more intensively with the environment.

Sea turtle breeding aims to support and assist sea turtle conservation efforts by increasing the life chances of sea turtles before being released into the wild, by conducting semi-natural hatching, then the hatchlings are released into the sea (Dermawan et al., 2009) In addition, sea turtle conservation through captivity is carried out with special purposes such as education, research and tourism carried out by setting aside hatchlings to be reared. The purpose of sea turtle conservation is not only for tourism, education and to support sea turtle conservation but also to eliminate the image of Bali Island destinations, especially Kuta Beach, as a center for trade and irresponsible use of sea turtles (Uskono & Sastrawan, 2022).

Sea turtle conservation in various regions has successfully supported the conservation of sea turtles as one of the protected and endangered animals and has also been able to create employment opportunities and provide economic benefits for the surrounding community. The success of sea turtle conservation in Serangan Island is

inseparable from the active role of stakeholders through the focus of activities in the fields of economy, nature conservation, socio-cultural conservation, and community participation (Oka et al., 2021). In the Sanur Tourism Area, there are several turtle conservation sites, one of which is Sindu Dwarawati Sanur. Sindu Dwarawati Sanur Conservation was founded by a group of young people who were moved to save and preserve sea turtles on Sanur Beach. From the search for visitor reviews on Google to several turtle conservation places in the Sanur Tourism Area, the lowest visitor assessment was obtained at Sindu Dwarawati Turtle Conservation, which amounted to 3.0, Sea Turtle Village, 4.8 and Turtle Conservation and Education, 4.6 on a rating scale of 1-5, (<https://www.google.com/search?q=penyu+di+sanur>). The selection of the research object was based on the results of preliminary observations obtained limited information and services obtained by visitors who visit, and also the results of visitor reviews that feel less attention and assistance in turtle hatchling release activities at Sindu Dwarawati Sanur.

Therefore, it is interesting to study the management of Sindu Dwarawati Sanur turtle conservation as a tourist attraction in the Sanur Tourism Area. The research topic has similarities with several previously reviewed studies (Acero, 2023; Firmansyah & Made Adikampana, 2021; Oka et al., 2021; Uskono & Sastrawan, 2022), while the difference is in the research location. The focus of this research is the process of turtle conservation activities and the management of turtle conservation sites as a tourist attraction. The purpose of the study is to obtain an overview of the turtle conservation process and its management as a tourist attraction so that theoretically it will add to the literature or reading material related to turtle conservation. Practically, this research is expected to provide an overview of the management of Sindu Dwarawati Turtle Conservation as well as an answer to visitors' impressions, both positive and negative. In addition, this research is expected to be one of the references for further research or community service activities to support the progress of Sindu Dwarawati Turtle Conservation Sanur.

2. LITERATURE REVIEW

Research conducted by Julian Firmansyah and I Made Adikampana in 2021 with the title "Local Community Participation in the Management of Bali Pantasi Benua Turtle Breeding Tourist Attraction" shows that in the management of the community has participated starting from planning, organizing, implementing, and supervising. Community involvement in the management of turtle conservation at Bali Fantasi Tanjung Bena has received contributions channeled through the customary bends. Sea turtle conservation in Bali Fantasy seen from the 4A elements (attraction, accessibility, amenity, and ancillary) has been fulfilled (Firmansyah & Made Adikampana, 2021). Another study conducted by Febryanus O.K.Y & I G A Sastrawan on the management of sea turtle conservation in Kuta Beach, stated that this conservation has been able to become an attraction and increase the role of tourists in sea turtle conservation through sea turtle release activities (Uskono & Sastrawan, 2022). Furthermore (Oka et al., 2021) in their research mentioned that the success of sea turtle conservation in Serangan Island is inseparable from the active role of stakeholders through the focus of activities in the fields of economy, nature conservation, socio-cultural conservation, and community participation. Nurhayati and Supriatna's research mentioned that sea turtle conservation is carried out to prevent extinction or commercial utilization of sea turtles so that this conservation will be a means of sharing knowledge and education for the wider

community/visitors about sea turtles and be involved in releasing sea turtles to their habitat (Nurhayati et al., 2022). These studies generally show success in sea turtle conservation activities, especially in saving sea turtles, sea turtle eggs, hatching and releasing, as well as the benefits of conservation in education, tourism, and economic progress around it. The existence of sea turtle conservation in a tourism area, especially Sindu Dwarawati Sanur, is interesting to study the process of sea turtle conservation and management and its implementation purely for conservation activities or more dominant for the economic interests of its managers.

Conservation is an effort in the protection, and preservation of natural resources, both biological and animal resources. Conservation is interpreted as an effort to preserve the environment by always paying attention to the benefits obtained at that time, and by maintaining all elements of the natural environment to continue to provide benefits in the future (Darmayani et al., 2022). Thus, conservation is an effort to manage natural resources through wise utilization to ensure their availability sustainably by continuing to maintain and improve their quality, value, and diversity. Furthermore (Dermawan et al., 2009) stated that sea turtle conservation through captive breeding activities includes egg transfer, semi-natural hatching, hatchling rearing, and hatchling release. According to the Bali Sea Turtle Society (2004) (Parmi, 2020), 5 things threaten the life of sea turtles, including 1) global warming, 2) pollution and disease, 3) the impact of the fishing industry, 4) hunting, 5) development of coastal areas.

Tourism attraction is everything that has beauty, uniqueness and value in the form of diversity of natural, cultural and man-made wealth which is the target or destination of tourist visits (Law No.10 of 2009). Tourism attraction is not enough to capitalize on tourism potential alone, but must be supported by facilities and infrastructure in meeting the needs of tourists. According to Yoeti (1988) in (Suwena & Widyatmaja, 2017), tourist attractions should fulfill several requirements which include the availability of a) something to see, b) something to do, and 3) something to buy. In addition to meeting these requirements, tourism destinations will develop, attract tourists to visit, and be able to meet the needs of tourists must be built together with stakeholders according to their respective roles. Stakeholders in tourism are all elements involved in a tourist destination, including entrepreneurs, communities, government, media, and academia (Hidayah, 2019).

Tourist attractions can develop well with the support of several main components which are often known as the "4A" components Cooper, et al (1993), including 1) attraction, 2) amenities, 3) access/accessibility (support/ease of achievement) and 4) ancillary services in (Suwena & Widyatmaja, 2017). The components or elements that exist in tourist attractions should be well managed by a professional management organization, namely the destination management organization (DMO). The success of DMO implementation depends at least on ten things 10-A as mentioned by Morrison (2013) in (Suwena & Widyatmaja, 2017) including 1) awareness, 2) attractiveness, 3) availabilities, 4) access, 5) appreciation, 6) assurance, 7) activities, 8) appearance, 9) action and 10) accountability.

Sea turtle conservation activities can be used as a tourist attraction, to increase knowledge and awareness of visitors in supporting sea turtle conservation. In (Dermawan et al., 2009), technical guidelines for turtle-based tourism management include: 1) create or design the spatial layout of the area or area that will be a turtle-based tourist attraction, including buildings for managers and others, 2) Construction built to a minimum using buildings from the factory, 3) make promotion materials, 4) conduct promotion and

socialization, 5) combine turtle-based tour packages with existing tour packages around, 6) the development of turtle-based tourism should still pay attention to the comfort and condition of the turtle because turtles are very sensitive.

3. RESEARCH METHODS

This research was conducted at Sindu Dwarawati Turtle Conservation Sanur, Sanur Tourism Area. The selection of the research location was based on the results of preliminary observations and continued with research conducted within a period of 2 months. The research data used in the research are primary data and secondary data. Primary data is data obtained directly from research subjects using data collection tools directly on the subject as a source of information sought, while secondary data is data obtained from other parties or not directly obtained by researchers from their research subjects (Utama & Mahadewi, 2012). Primary data was obtained directly from data sources at the research location through interviews, observation, and documentation techniques. Interviews were conducted with key informants, namely Mr. I Made Winarta, (Head of the management), Mr. Komang Ilmu (management staff), and visitors (30 respondents) who happened to be at the research location and also visitors who gave reviews on social media about the research subject. Secondary data in this study were obtained not directly from data sources, but from other parties or previous data collectors obtained from literature or writings, and social media reviews related to Sindu Dwarawati Turtle Conservation under the research topic.

The sampling technique in this study is non-random sampling which is determined by purposive sampling (data sources from managers) and random (accidental sampling) for visitors who happen to be found visiting the research location (Utama & Mahadewi, 2012). The data that has been collected will be analyzed using a qualitative descriptive data analysis method. Qualitative data analysis is the process of selecting, sorting, and organizing data collected from field notes, observation results, in-depth interviews, and documentation, to obtain a deep, meaningful, unique understanding and new descriptive findings (Sugiyono, 2020). The qualitative descriptive method is carried out by analyzing, describing, and summarizing various conditions, and situations of various data that have been collected from research results through interviews, observations, and others to obtain conclusions as a solution to research problems. The limitations of this study only examines the extent of the turtle conservation process and the management carried out by the manager with a tourist attraction management approach and has not examined the management strategy of turtle conservation as a tourist attraction.

4. FINDINGS AND DISCUSSION

4.1 Overview of Sindu Dwarawati Turtle Conservation

a. History of Establishment

The year 2012 was the beginning of Sindu Dwarawati Turtle Conservation. Initially, a group of community members found two turtles that came ashore on Sanur Beach to lay eggs, by making a hole to store their eggs, after laying eggs the turtles will close the hole again and return to the sea. The natural conditions in which turtles lay their eggs are considered unsafe for the natural hatching of turtle eggs because they are threatened with damage and failure in hatching turtle eggs. This is because the Sanur Beach area is a tourist area that is visited by many tourists who do tourist activities on the beach. Therefore, a group of young people were moved to save the turtle eggs and try to maintain the sustainability of the existence of turtles in Sanur

Beach by establishing a conservation site. Sea turtles usually lay their eggs at Sanur Beach from April to August, so during that month the youth group will patrol along Sanur Beach to find and collect sea turtle eggs. Turtle eggs rescued from Sanur Beach are brought to the hatchery. After hatching into hatchlings, some will be released back into the sea, but some will be kept for rearing or rearing. The purpose of releasing turtles is to provide greater life chances for turtles and prevent turtle extinction.

Sindu Dwarawati Turtle Conservation was established in 2012 by the chairman Mr. I Made Winarta. This conservation was built to protect turtles that lay their eggs along Sanur Beach so that in the future it can restore Sanur Beach as a turtle habitat. Over time, the group members have their own busy lives, so currently Sindu Dwarawati Turtle Conservation is managed by Mr. I Made Winarta, who is occasionally assisted by his son and employees at his place of business. The turtles kept at Sindu Dwarawati Turtle Conservation vary in age from 1 year old, 3 years old, 5 years old and 9 years old. Currently, there are three types of turtles kept in this conservation, namely hawksbill, Olive Ridley, and green turtles. Some turtles are maintained as a means of education and educational tourism, so that visitors and domestic and international tourists can see and recognize turtles that live on the island of Bali, especially in the Sanur Tourism Area.

The existence of Sindu Dwarawati Turtle Conservation has become an additional tourist attraction in the Sanur Tourism Area. Apart from being a conservation place, this place has become a tourist attraction, a place of education about the life of sea turtles. Tourists visiting Sindu Dwarawati Sanur are not charged an entrance fee, but a donation box is provided for those who want to donate to support sea turtle conservation. Here tourists can see turtles that are kept, by following the existing rules and regulations. In addition, tourists/visitors can also get information on the development/life process of sea turtles on the existing information board.

b. Sea turtle conservation process

Sea turtle breeding is the process of breeding marine animals that are almost extinct and protected by the state, namely sea turtles to preserve the population of sea turtles that are almost extinct. Sea turtle breeding is very supportive of sea turtle rescue efforts, by increasing the turtle's endurance before being released back to the sea as the turtle's original habitat. In general, turtle breeding at Sindu Dwarawati Turtle Conservation starts from the process of collecting turtle eggs at Sanur Beach, then brought to the hatchery, after hatching the turtle hatchlings are then reared before being released back to the sea. In addition, some hatchlings are kept to be raised and maintained as a means of education and research and then managed as a tourist attraction for visitors at Sindu Dwarawati Turtle Conservation.

Technically, the turtle conservation activities at Sindu Dwarawati Turtle Conservation are as follows:

- Sea turtle egg collection

Sea turtles lay eggs on Sanur Beach from April to August. The collection of sea turtle eggs at Sanur Beach is done during high tide or on H-2 or H+4 of the full moon or H-3 and H+4 of the dead moon. During these days the sea water is in high tide condition, so at night, the turtles will come ashore to lay eggs. Turtles that will lay eggs will come ashore and dig a hole \pm 40 - 60 cm deep to store their eggs, after laying the eggs the hole is backfilled, then the turtle returns to the sea. According to Mr. I Made Winarta, the turtles lay their eggs at Sanur Beach from around 9 pm until 4 am. The next morning a patrol will be conducted to evacuate

the turtle eggs. Patrols are carried out at 5 am by looking for turtle tracks along Sanur Beach before there are visitors to avoid turtle eggs being stepped on by visitors because this can cause turtle eggs to be damaged.

In the process of patrolling for tracks and finding turtle eggs, they sometimes come across nesting turtles. Therefore, it is important to keep a distance from the turtles, not to be noisy and not to turn on the lights. This is because sea turtles are very sensitive when they are laying eggs. After the turtle has finished laying eggs, it will close the hole where the eggs are stored with its flippers. During this process, turtles can be approached and measured, weighed if necessary, and then excavation and evacuation of turtle eggs can be carried out. According to Mr. Komang Ilmu, in one day during the turtle nesting season, 3 to 8 nests can be found. Each nest can contain tens to hundreds of turtle eggs. Evacuation of turtle eggs is carried out at dawn before visitors to the beach.

- Hatching of turtle eggs

Sea turtle eggs evacuated from Sanur Beach are taken and put in a bucket or bag carefully and do not need to be washed. The eggs are then brought to the hatchery to be hatched by: a) making a hole with a depth of ± 50 cm, b) inserting the turtle eggs, c) backfilling with sand, making sure the sand covering the hole is not dense, d) mark the cover board with the number of eggs and the expected hatching date, then take photos to facilitate monitoring before hatching (if the hatching is done outside the hatchery / on the beach). It takes about 45-50 days for turtle eggs to hatch. It is necessary to water the surface of the hatchery every other day or when the sun is hot to keep the hatchery moist and not dry. After 45 or 50 days, the turtle eggs will hatch and the hatchlings will emerge on their own. Digging should be done to check if any hatchlings are having difficulty getting out from under the nest.

According to the results of observations in March 2024, the existing hatching tanks at Sindu Dwarawati Sanur were fully filled (± 50 nests), so the manager conducted the hatching of evacuated turtle eggs on the beach sand. This location was chosen by considering that the hatching area is not widely used in beach visitor activities. In addition, to ensure the safety of the turtle eggs, the hatching nests were covered with sand and covered with a wooden board with the estimated date of hatching and the number of eggs in the nest, then photographed and covered with sand until it covered all parts of the wooden board. Covering with wooden boards is not only to facilitate monitoring but also to keep the turtle eggs safe if the nest is stepped on by visitors. One or two days before the eggs hatch, the nest will be filled with a wire fence to prevent the hatchlings from leaving the hatchery.

- Hatchling collection

The collection of hatchlings at Sindu Dwarawati Sanur is carried out by a) Prepare a hatchling storage box (Styrofoam box) filled with water, b) take the hatchlings, then put them in a temporary storage box, c) make sure the hatchlings have left the nest completely by digging the nest, d) bring the storage box containing the hatchlings to the conservation site. Sindu Dwarawati Sanur uses a Styrofoam box because the water in the box has a warmer temperature than the water in the rearing tank. In this conservation site, hatchlings are taken directly from the hatching tanks when the turtle hatchlings have surfaced, in this tub the turtle hatchlings cannot get out of the hatching tanks, because they are covered

with wire. As for hatching outside the hatching tanks, it is necessary to install a wire fence above the nest at least one day before the expected time of hatching.

- Hatchling rearing

Newly hatched turtle hatchlings are temporarily reared for 1 to 3 months before they are ready to be released to the sea. Maintenance of hatchlings in Styrofoam boxes must still pay attention to feeding, water quality, and treatment for sick hatchlings. Feeding is in the form of fish, and vegetables (lettuce, mustard greens) which must be finely chopped to be easily digested by the hatchlings. Generally, hatchlings do not want to eat when they are 1-3 days old after the hatching process. The quality of water in the cork box must always be considered, by changing the water regularly. After 3 months in captivity, the hatchlings will be moved into a rearing tank and ready for release through the release adoption program which can be done by visitors by donating.

- Hatchling release

Hatchling release is the process of releasing hatchlings back to the sea as the turtle's original habitat. The goal is to increase the turtle population and prevent turtle extinction. Sindu Dwarawati Turtle Conservation has an adoption release program, which means that some hatchlings will be raised in a conservation area and others will be released back to the sea. This program is carried out if there are results from hatching turtle eggs. Hatchling release is also allowed for visitors who wish to join the program by donating Rp. 50,000. This donation is charged to support the operational costs of sea turtle conservation at Sindu Dwarawati Sanur. Hatchling release can be done by all visitors who want to release hatchlings to the sea, both adults and children, domestic tourists, and foreign tourists by following the hatchling release guidelines.

- Sea turtle rearing

Turtles are the result of rearing from hatchlings. The maintenance of turtles at Sindu Dwarawati Turtle Conservation starts with feeding, cleaning the tanks, and treatment if there are sick turtles. Sindu Dwarawati Turtle Conservation is not only for conservation but also for education, research, and tourism. Feeding to the turtles must be given regularly twice a day, in the morning and evening. The types of food for the turtles are chopped fish, mustard greens, seaweed, crabs, jellyfish, and shrimp. The quality and quantity of water in the rearing tanks must be considered because it will affect the health of the turtles, unclean water in the rearing tanks will cause eye and skin diseases in turtles. In addition, if the water in the tanks is dirty, it will cause odor and make visitors not want to see the turtles. The water in the tanks is always changed twice a day to remove dirt and food waste. The turtles in the tanks often bite each other and there are some ferocious turtles. Therefore, it is necessary to separate the ferocious turtles so that they do not hurt other turtles. If there is a sick turtle, it will be quarantined or separated from other turtles, and then treated.

4.2 Management of Sindu Dwarawati Turtle Conservation as a Tourist Attraction

According to Cooper et al (1995: 81), 4 (four) components must be owned by a tourist attraction, namely: attraction, accessibility, amenity, and ancillary. The development and management of Sindu Dwarawati Turtle Conservation as a tourist attraction in the Sanur Tourism Area can be done by considering the components of the tourism product.

a. Attraction

Attraction is the main capital in the development of a tourist attraction and is the most significant tourist resource as a tourist attraction to visit. Tourist attractions can be natural, cultural, and man-made tourist attractions. As a tourist attraction, Sindu Dwarawati must have something (tourism resources) that can be seen or observed by tourists (something to see), something to do (something to do) and also something to learn (something to know) and something to buy as a memory of the visit at the tourist attraction.

Tourist attractions that can be seen at Sindu Dwarawati Sanur are several types of sea turtles that are being conserved, consisting of hawksbill turtles, Olive Ridley turtles, and green turtles. In this location, tourists or visitors can see several types of sea turtles that are being kept, and can also see the process of sea turtle conservation. Visitors while watching the turtles will get information related to conservation and turtle life from the manager, but this information cannot be obtained from the manager at any time, because the manager is not always available at the location. Thus, Sindu Dwarawati is a tourism product that offers something that can be seen and can increase visitors' knowledge, especially about sea turtle life.

Besides seeing sea turtles, tourists/visitors can do something related to sea turtle life at Sindu Dwarawati Sanur. This conservation place offers activities in support of sea turtle conservation by participating in the release of hatchlings (sea turtle hatchlings) to the sea. This something-to-do activity can be done by donating, as support for sea turtle conservation. In this activity, visiting tourists will be offered to adopt a sea turtle and release it to the sea. This activity cannot be done every time, because the release of hatchlings to the sea is done with consideration of age, feasibility, and availability of hatchlings. A visit to this turtle conservation will provide knowledge about the life of turtles, both through explanations from the manager and through information on information boards as a learning activity (something to know). The existence of Sindu Dwarawati Sanur as a place of conservation and education has often been utilized by the community, tourists, and especially schools / educational institutions by conducting activities or visits with their students. These activities can be done by contacting the manager to arrange the schedule and form of activities.

Sindu Dwarawati Sanur as a turtle conservation site, by its vision and mission to preserve and sustain turtles and their habitat in the Sanur Beach area, does not provide anything to buy as souvenirs. This is done because of its existence as a conservation place, not a tourist attraction whose main orientation is on the economic benefits of tourist visits. Tourists who visit can donate to support the turtle conservation activities at Sindu Dwarawati Sanur. Although there are no specific souvenirs and necessities that can be purchased by tourists at the conservation site, tourists can buy necessities and souvenirs around the conservation site at the souvenir shop.

b. Amenity (Facilities)

Amenity is a component that must exist in a tourist attraction that is useful to make it easier for tourists or visitors to enjoy the attraction and also fulfill their needs during visits. Facilities in tourist attractions include various kinds of infrastructure and facilities that exist in tourist attractions to meet the needs of tourists when visiting such as accommodation, provision of food and drinks, souvenir shops, and others (Sugiama, 2011). Sindu Dwarawati Sanur turtle conservation has two buildings as a

conservation site which is divided into 13 turtle rearing tanks. The tanks are cleaned daily by cleaning the bottom and walls of the ponds and refilling with seawater. The cleanliness of the tanks is always maintained for the health and growth of the turtles. The existence of these rearing tanks makes it easier for visitors to see the turtles being reared at Sindu Dwarawati Sanur. In addition to the rearing basin, this conservation is also equipped with a hatchery for turtle eggs evacuated from the beach. Other facilities at Sindu Dwarawati Sanur include information boards on activities carried out by the conservation organization, information boards on the types of sea turtles kept, information boards on standard operating procedures for releasing sea turtles to the sea, and also information boards containing activity documents. In addition, Sindu Dwarawati Sanur is also equipped with a signboard, the contact number of the manager, and a turtle statue as information on the existence of turtle conservation and as a photo spot.

Around the Sindu Dwarawati Sanur turtle conservation site, there are supporting facilities to meet the needs of guests such as lodging services, food and beverage provision services, souvenir shops, bicycle rental places, jogging tracks, and others. The existence of these facilities makes it easier for tourists to meet their needs while visiting the Sanur Tourism Area. Tourists who use the jogging track and cycling facilities on the edge of Sanur Beach and pass through the conservation area will usually stop by or visit to see turtle conservation.

c. Accessibility

Accessibility is something that exists in the development of tourist attractions. Accessibility includes infrastructure and facilities that make it easy for tourists to reach a tourist attraction. Sindu Dwarawati Turtle Conservation Sanur has been supported by facilities and infrastructure that facilitate the accessibility of tourists to visit both by private and public vehicles. Sindu Dwarawati Turtle Conservation is located in the center of the Sanur Tourism area, precisely on Jl. Pantai Sindu, Sanur, South Denpasar District, Denpasar City, Bali. This location is very easy to reach visitors because the conservation site is located next to the end of the Sindu Beach road. Sindu Dwarawati Turtle Conservation is very easily accessed by tourists who do jogging and cycling tourism activities in the Sanur Beach Tourism Area because it is located next to the cycling and jogging track. In addition, in front of the conservation site, there is a signboard of the conservation site and also a turtle statue as information on the existence of the turtle conservation site. So in terms of accessibility, the existence of Sindu Dwarawati Sanur turtle conservation is very easy and good.

d. Ancillary Service

Ancillary service at a tourist attraction is an institution or organization that exists at the attraction that plays a role in providing services to tourists so that it will provide a sense of security and comfort during the visit. In this case, the existence of an institution or organization that plays a role and is responsible for developing, and managing the attraction and is responsible for meeting the needs of tourists when visiting. Sindu Dwarawati turtle conservation is managed by Sanur community members, namely Mr. I Made Winarta with his family and colleagues. The management has received support from the local government, the Ministry of Tourism and Creative Economy, and the Ministry of Environment and Forestry through the Bali Natural Resources Conservation Center (BKSDA) which has fostered and awarded a certificate of appreciation in turtle conservation in 2023. The Denpasar

City Government provides support in the construction of physical buildings for sea turtle conservation by renovating the conservation building in 2021. This building is used as a place for rearing and raising turtle hatchlings from evacuated eggs along Sanur Beach to save turtle eggs and prevent turtle extinction. Sindu Dwarawati Turtle Conservation also received a visit from the Minister of Tourism and Creative Economy, Mr. Sandiaga Uno in January 2023, he also provided support in the form of financial assistance for the progress and operations at Sindu Dwarawati Turtle Conservation. This turtle conservation does not yet have a professional management organization as a tourist attraction management institution. Currently, it is only managed by the family of Mr. I Made Winarta and his partner without a clear organizational structure. This condition means there is no manager at the conservation site at all times, so visitors do not receive optimal service and information when visiting. Ancillary service is the weakest part that needs to be optimized to achieve conservation goals. Several reviews on google.com related to Sindu Dwarawati Sanur, there are several reviews quoted from Google such as complaints about the lack of information provided by managers during visits (Anne Marie), opening times sometimes not matching visiting hours (Kate Jung), and lack of information and assistance during turtle release activities (Carine & Etienne). In addition to the negative reviews, many visitors appreciate the fact that there is no fee for visiting the conservation site, but they can only donate. Interviews with visitors also gave a positive impression and support for the existence of the Sindu Dwarawati Sanur turtle conservation site which provided new experiences and knowledge for them. In addition, visitors conveyed the limited information obtained when visiting from the manager, in the future there needs to be a manager who always provides information and services during visits. This condition also follows the results of observations of services provided by managers for visitors.

Sindu Dwarawati Turtle Conservation Sanur has met the requirements of the components that must exist in the tourist attraction “4 A” according to Cooper, et al (1993), namely the components of attraction, amenities, accessibility, and ancillary service. Of these components, the weakest element is the ancillary service element, namely the management institution that will serve visitors/tourists. This element needs to be optimized to increase visitor satisfaction and avoid visitor complaints so that conservation goals for preservation, education, and tourist attraction can be achieved. Sindu Dwarawati Sanur as a tourist attraction already has something to see, something to learn, something to do, and something to buy, but the element that needs to be optimized by the manager is the element of something that can be learned by tourists by providing information related to turtle conservation, to provide knowledge for visitors. In addition, the element of the hatchling release activity by donating (something to buy) needs to be accompanied and provided information to tourists, so that tourists do not feel neglected and the release goal is achieved properly for the safety of sea turtles.

The management of Sindu Dwarawati Sanur Turtle Conservation is based on the technical guidelines for turtle-based tourism management issued by the Ministry of Marine Affairs and Fisheries of the Republic of Indonesia in 2009 (Dermawan et al., 2009).

- a. Create or design the spatial layout of the area that will become a turtle-based tourist attraction, including the management building and others. The Sindu Dwarawati Sanur conservation building was donated by the Mayor of Denpasar, as a form of

- government support for turtle conservation. The Sindu Dwarawati Sanur turtle conservation building does not fully use local building materials (non-manufactured).
- b. The breeding ponds that were created as a turtle rearing/treatment area were made of concrete with ceramic walls. This material was chosen based on cost and ease of maintenance.
 - c. Sindu Dwarawati Sanur has not promoted by preparing promotional materials to attract visitors. This happens because it has not been managed properly as a tourist attraction. Its existence focuses on efforts to save and preserve sea turtles from extinction. Promotion and socialization activities carried out by the manager to tourists who pass by and stop by to become foster parents by releasing hatchlings, and by making donations.
 - d. Turtle-based tour packages with existing tour packages in the surrounding area have not been well organized through cooperation with travel service businesses.

The management of Sindu Dwarawati Turtle Conservation is more focused on efforts to save turtle eggs, hatching, releasing turtle hatchlings, and raising turtles. Efforts to make it a tourist attraction have not been made by the manager, especially cooperation with tourism service businesses or tourism promotion. If the community or tourists who will visit and want to do activities and get more optimal assistance need to contact the manager beforehand. In the management of Sindu Dwarawati Sanur as a tourist attraction, the active role of stakeholders has not been optimal. The role of local communities in management in the form of organizations/community groups has not been formed, only managed individually. The government has supported by providing building assistance or funds for the sustainability of turtle conservation. The role of entrepreneurs, academics, and the media has not been optimal in making Sindu Dwarawati Sanur a tourist attraction.

5. CONCLUSION

Sindu Dwarawati Turtle Conservation is a turtle conservation site that was originally built by a youth group concerned about turtles but is currently only managed individually by one of the group members. The turtle conservation process has been running well and has succeeded in saving and hatching turtle eggs which are then released back to the sea. As a tourist attraction, this conservation has fulfilled the elements of something to see, to do, to buy, and to know, but needs to be optimized and packaged better as a tourist attraction. In addition, Sindu Dwarawati Sanur in management has fulfilled the elements of 4 A (attraction, amenity, accessibility, and ancillary service), but ancillary service is not optimal, especially the structured management institution in serving visitors. The existence of this conservation has been able to support government policies in the conservation of sea turtles on the coast of Sanur Beach, a means of learning related to the life of sea turtles, and also become an additional tourist attraction in the Sanur Tourism Area. Weaknesses that exist in tourist attractions both regarding components and something that must exist in the attraction should be revamped and improved to achieve conservation goals for preservation and increased participation of tourists or the community. Managers should improve services to visitors to avoid negative impressions from visitors, especially visitor reviews on social media. In the future, collaboration and the active role of stakeholders are needed in mentoring, empowering managers, and operational assistance through community service activities, social corporate social responsibility (CSR), and further research related to management strategies, product development, and others.

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